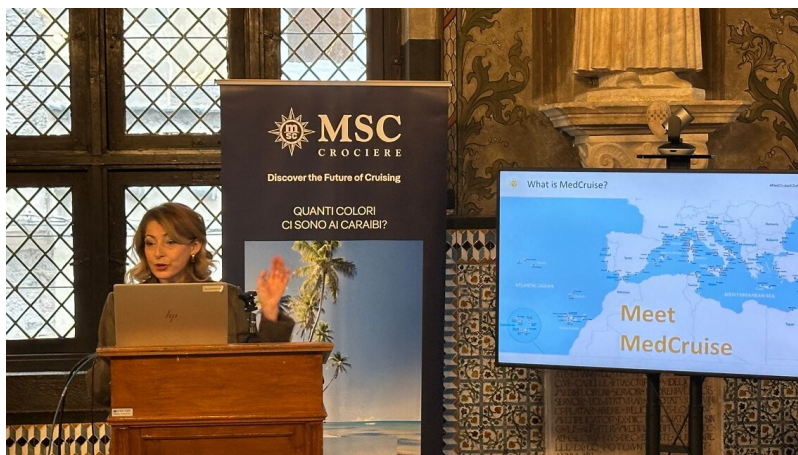


MedCruise kickstarts 2024 from Genoa with a Workshop on Sustainability

15 January 2024



The Association, which groups together the Mediterranean Cruise Ports, launches its New Year activities from Genoa across the Professional Development Course organised in cooperation with MSC Cruises.

Genoa, 15 January - Today, 42 MedCruise port and destination members from 11 different countries attended the professional development workshop inaugurated in the Port of Genoa on board the MSC Fantasia. The 3-day training programme is dedicated to the topical issue of environmental and social sustainability, with a specific focus on the circular economy methodology applied to the cruise industry.

Delegates will be provided with the unique opportunity to explore hands-on the new green technologies incorporated on board the MSC ships, guided by a team of officers who will accompany the group in on-site inspections of limited access areas. During the visit, participants will view advanced wastewater treatment systems and the sophisticated selective waste separation and recycling processes.

The official presentation of the first of the prestigious MedCruise Professional Development Courses of the year was hosted by the Ports of the Genoa in the historical headquarters of Palazzo San Giorgio, with the welcome address delivered by Antonella Granero, Chief Director of Human Resources and Public Procurement of the Western Ligurian Sea Port Authority. Francesca Antonelli, Senior Vice President and Professional Development Director of MedCruise and Cruises Manager of the Port Authority of Valencia illustrated details of the training programme and the key objectives of the three-day event. Michele Francioni, Senior Vice President of MSC Cruises, one of the distinguished lecturers of the course, underlined the fundamental role played by sustainability in the cruise sector and in the future of the tourist industry in the Mediterranean.

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